



ALEXANDER RODRIGUEZ REYNAGA



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RELEVANT EXPERIENCE

FREELANCE DIGITAL CONTENT CREATOR VARIOUS CLIENTS (2016–PRESENT)

- Produced and edited social media videos, corporate promos, and event coverage for brands/clients, including ID.Me, CardinalOps, Scientific Systems, CrashPlan, Holistiplan, Mark43, RAFT, Blackcloak, Cranium, Trinity Cyber, and Punch Digital Strategies.
- Developed digital marketing strategies to increase online reach, including keyword research and KPI tracking for client campaigns.
- Created engaging short-form video content optimized for TikTok, Instagram, and YouTube.
- Sourced and collaborated with influencers and local talent for promotional campaigns.
- Managed client relations, delivering on-brand storytelling for diverse audiences.

DIRECTOR OF PHOTOGRAPHY & VIDEO EDITOR – MULTIPLE PRODUCTIONS (2022–PRESENT)

- Led visual storytelling for short films, commercials, and interviews, including "Civilly Engaged" series pilot and "Passing Storm" independent short film.
- Oversaw end-to-end production processes, coordinating with directors, producers, and talent.
- Edited and color-graded content for web and social media release, ensuring audience engagement and consistency with brand voice.

CAMERA TECH & RENTAL AGENT – DC-CAMERA RENTALS, LLC (2018–2023)

- Supported filmmakers and production teams with technical expertise on professional camera systems.
- Managed purchase orders, vendor communications, and social media product photography for company marketing initiatives.
- Assisted in content planning creating for in-house marketing materials and client outreach.

ABOUT ME

Aspiring Digital Marketing professional with a strong foundation in content creation, social media strategy, and film production. Bringing 8+ years of hands-on experience in video production, editing, and cross-functional collaboration within entertainment and corporate settings. Seeking to leverage creative storytelling skills, digital marketing expertise, and a passion for entertainment to contribute to Legendary Entertainment's Marketing team for Fall 2025.

EDUCATION

GEORGE MASON UNIVERSITY, FAIRFAX, VA

- Bachelor of Arts in Producing for Film & Video, Minor in Business [2020–2023]
- Google Certificate – Fundamentals of Digital Marketing[2023]

SELF-EDUCATION:

- Freelancing
- Self-Marketing

SKILLS

- **Social Media Marketing:** TikTok, Instagram, YouTube strategy and content creation
- **Digital Marketing:** Campaign planning, KPI analysis, influencer sourcing, audience engagement
- **Video Production:** Videography, editing, color grading, lighting, sound recording
- **Tools:** Resolve, Premiere Pro, Photoshop, Blender, Canva, Google Analytics (basic)
- **Languages:** English & Spanish (bilingual)
- Strong verbal and written communication, teamwork, and research skills
- Proactive improvement in best practices for tech

NOTABLE PROJECTS SKILLS:

- Created 15+ corporate and testimonial videos for Booz Allen, ID.Me, Punch digital strategies, etc, increasing online visibility for clients in B2B sectors.
- Produced marketing videos for Keller Williams Realty, boosting listing engagement across multiple offices.
- Designed and executed social media ad campaigns for EMT.FILMS services, achieving measurable growth in audience reach and client conversions.
- Data Collection and status reporting for video metadata and Market research for both corporate and independent video/film/media clients



April 4, 2023

To Whom It May Concern

Alexander joined our team in August of 2018 as a Rental Technician. He has worked primarily on a full time basis whilst maintaining a full schedule at George Mason University during his entire tenure at DC-Camera.

In his annual performance reviews, his supervisors reported that Alexander took instruction well and was a willing and cooperative learner. He has been very proactive with in-house repairs, even rescuing damaged gear from the trash. He is polite and courteous to clients and will reach out to them via phone and email on a regular basis. Alexander has always brought a positive energy to the work place and has been helpful in training new staff.

I had always known that this day would come and that Alexander would graduate college and pursue his chosen field. However, that awareness has done little to allay the sense of sadness in receiving his letter of resignation. Alexander was one of the youngest members of our team and I have had the pleasure of watching him grow and mature. I have found Alexander to be kind and gentle with a thoughtful, reflective world view which unexpectedly belies a keen sense of humor.

In his letter of resignation, Alexander has asked to participate in the hiring process of a replacement and to discuss his ideas and recommendations towards that end. It is this very spirit of teamwork and consideration that will be missed at DC-Camera. Therefore, I consider it a great pleasure to recommend Alexander.

Should you have any questions, please do not hesitate to contact me at my personal email mnaramore@dc-camera.com.

Sincerely,

A handwritten signature in blue ink, appearing to read "M. Naramore", written in a cursive style.

Marietta Naramore
Human Resources – Finance – Business Operations